



Table of Contents

Authorization.....	iii
Abstract.....	iv
Resumo.....	v
Acknowledgements.....	vi
Table of Contents.....	vii
List of Tables and Figures.....	viii
List of Abbreviations.....	ix
Chapter 1. Introduction.....	1
1.1. Introduction.....	1
1.2. Structure.....	3
Chapter 2. Literature Review and Research Hypotheses.....	4
2.1. E-Service Quality.....	4
2.2. Customer Satisfaction.....	7
2.3. Customer Trust.....	8
2.4. Repurchase Intention.....	9
2.5. Word of Mouth.....	9
2.6. Site Revisit.....	10
Chapter 3. Contextualization.....	11
3.1 Online Retailer Business in Indonesia.....	11
3.2 Indonesian Consumer Behavior.....	13
Chapter 4. Research Methodology.....	16
4.1. Sample and Data Collection.....	16
4.2. Research Instrument and Construct Measurement.....	16
4.3. Measurement Model.....	18
Chapter 5. Data Analysis and Discussion.....	25
5.1. Hypotheses Testing.....	25
5.2. Discussion.....	26
Chapter 6. Conclusion.....	30
6.1. Theoretical Contributions.....	30
6.2. Managerial Implications.....	30
6.3. Limitations and Future Research.....	31
References.....	33
Appendix 1. Questionnaire.....	39